

9/6 Comm 332

face of COPY EDITOR

GATE KEEPER

TYPES of COPY DESKS

FUNCTION

(MODIFIED) EDITING

PAUSE

AP MATERIALS

AP 218-221 AP STYLEBOOK - > FOLLOW
[HANDBOOK]

EDITOR -

WRITE ...

GATE KEEPER - Someone who turns on & off spigot of information

What to cover & not cover

copy editor - final gate keeper

where does copy editor work?

PUBLISHER > \$ (from ad side)

NEWS

Executive Editor

MANAGING EDITOR

AD

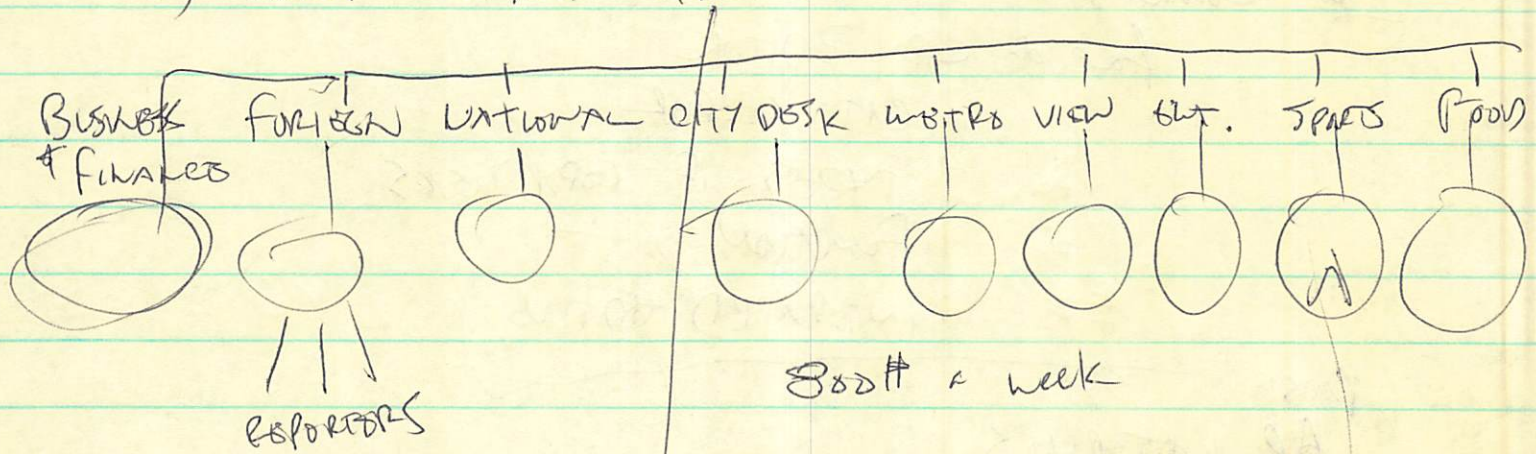
TOP

PROD

TRANSCITY DESK METRO FOREIGN VIEW SPORTS ENTERTAIN
CE CE

1) UNIVERSAL COPY DESK - DOES EVERYTHING FOR EVERY DEPARTMENT - FUNNEL BACK TO COPY DESK: EDIT COPY ~~WRITE~~ HEADLINES ...

2) SEMI-DEPARTMENTALIZED



BEST KNOWLEDGE OF "SPECIALIZATION"

ASSISTANT MANAGING EDITOR

BEHAVIORAL/COMING FROM

PHOTOGRAPHERS BANKS

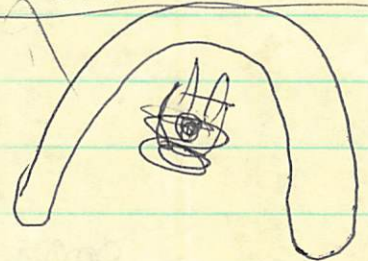
VISUAL JOURNALISM

POST USA-TODAY

- BEST VISUAL NEWSPAPER ORANGE COUNTY REGISTER

RIM - NEWS EDITOR

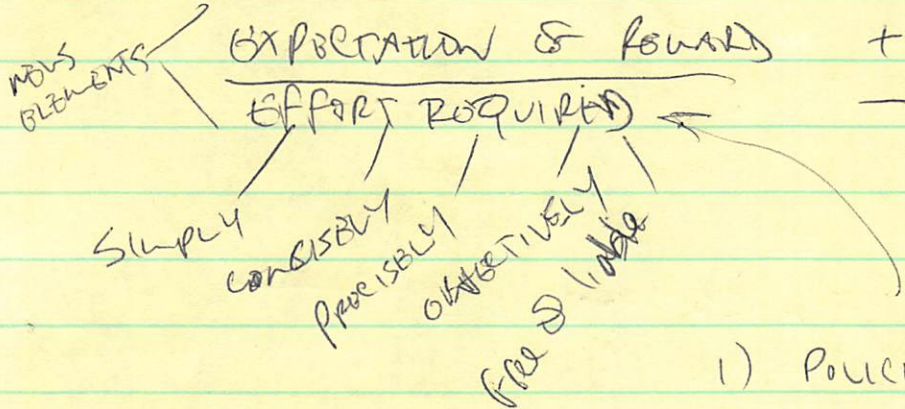
SLOT MAN



COPY EDITING - OLD DAYS

KNOWLEDGE MAN - OLD MAN - KNOW EVERYTHING
OR SOMETIME ABOUT EVERYTHING

FRACTION OF SELECTION



1) BMT COPY

2) HEAD LINES

3) DO MAKE UP

1) POLICING FUNCTION (EDIT)

2) CREATIVE FUNCTION (HEAD LINES / MAKE UP)

3) MANAGERIAL FUNCTION

control the flow of copy

INTEGRATED EDITING [MANUAL]

- 1) PROCESS CONSIDER VISUAL ELEMENT AT ALL LEVELS → COULD IT BE BETTER COMMUNICATED w/ GRAPH OR CHART
- 2) BASIS OF READER RESEARCH

ii) USER FRIENDLY -

✓ COPY THIS & REPORTERS WORK HAND-IN-HAND

9-11-90
Comm 332

-1-
community

Systematic

work-force come
decentful
and a cunk
heroine

(1) use & hyphen = eg. 15-year-old boy
15 years
3-foot-wide balcony
11th-floor balcony

(2) Subj Verb
↳ X said /

(3) use & comma - 2 independent sentences
S/V, S/V

(4) can't add attribute ...

sentences
saurtrout
unify
and
defendant
receive
separate
economize
economize
work-force

How do you edit copy?

- Real copy 3 x
- 1- errors/punctuation
 - 2- factual/libel errors
 - 3- headline ideas

Speed at most importance

15-45 words a day

don't start change

LA times
used copy
Assignment

Comm 332

(1)

9/25

Function of headlines

Attract attention

summarize

word & story

reader help

tone of paper

page make up

Civil war = headlines

Pulitzer - look column & heads

- skip headlines

- flush left headlines

MODERN HEADS

Hammerhead: kicker

is larger than main
head

Kicker

1/2 point size &

main head

multiple deck

Side Head

(over)

Header
better head
kicker
Header head

SIDE story —
HEAD —
HERE —

(3)

points 72 pts = 1 inch

largest lead 72 pts

72, 60, 48, 36, 30, 24, 18, 14

6 columns

4-6

head line type

ed pg 5 1st pg 7 pg 12 pg 10 pg 9 pg 8, 7, 6

12, 10, 9, 8, 7, 6

body > type
text

counts

- headline count.

lower case ✓

upper case

single quotes in headlines
words designated

columns - Pointsize - # line

4 1/2 - 48 pt - 1

headline writing
SVO - shortened sentence

rules & headlines

- | | | |
|-----|--------------------------|-----------------------|
| (1) | Is the headline accurate | |
| (2) | " | complete |
| (3) | " | specific |
| (4) | " | Focus in news print |
| (5) | " | - clear & unambiguous |

for Thurs.

(1) review pp. 12, 14-17, 19, 30-31, 41

(2) for Cap worksheet

(3) edit Bill's Island story

comm 332

hardy -

Brook 2nd part

chap 7 - tightening key to
good writing

Common 332

10-9

OKAY TO USE AP STYLE

Exam → THURSDAY !!

short question:

1st 2 on pg Finkberg

How to use photos & visuals

Def. of Integrated Editions

Terms pg. 6 & 7 already know
F&T and system

P: 20 pagination - Integrated & Possible

What do we mean by this concept
proximity / phrasing

93-103- 8 steps to edit -

head line & titles

conting / schedule / good & bad leads / best articles

(proportion wheel - Tuesday)

Differ copy with

copy editing process - use of words, phrases,
wordiness,

p. 17-171 / trying stories

11-78

AP style

p. 22

who - / who

pm - CRASH 1st ADD
15th writing

2-30-r-2

1 $\frac{1}{2}$				1 $\frac{1}{2}$
D-10	CRASHES	a	ON	TAKEOFF

~~1 $\frac{1}{2}$ | | | 1 $\frac{1}{2}$ | | |~~
1 $\frac{1}{2}$ | | | 1 $\frac{1}{2}$ | | | 1 $\frac{1}{2}$ | | | 1 $\frac{1}{2}$ | | |
at LA Airport, 2 killed

Simple story to edit - 80-83
review common usage
p. 97-171 true stories
concentrated 98-100
pleasure

Test - advanced copyediting/head editing

Know - developing story (definition), material from book.

Basic history of Photography.
Photojournalism.

Ch. 16 - not read, important

Pg. 198 - photo terms

Pg. 200 - pages, layout, etc.

Ch. 19 - Definitions, Pg. 223-4

Typology section, Pg. 25

body, text, head type

Color, readership studies, Pg. 31

Design & layout

Design - the overall objective, the look of the paper.

Layout - everyday execution.

Purposes

1. readability
2. convey messages
3. graphical personality.

Types of layout

Vertical - up and down eye movement, New York Times.

One or two-column heads, long strips of type.

Horizontal - laid out on horizontal lines. large photos, multicolumn heads, wide type, white space.

Modular Makeup

Story packages, rectangular patterns

Principles - 1) Proportion related to interrelated items
Shapes, sizes of elements on a page.
Headlines relative to stories.

Balance - 1) refers to the relationship of all page elements and the page's impression.

2. Pages with a lot of photos, or heavy typographical elements in any one area of a page is heavy

3 Mix of heads, columns

Focus

1. Eye should be drawn by some element on the page.

2. Editors should use this element, making sure don't distract.

3. Page should be built around one element.

Dynamics 1) Readers read in a Z-like fashion from upper left.

2) Thus left should be unconfusing

3) logical flow of elements.

Unity 1) Pages are cohesive, a unit.

2) Elements should be related

3) Coherent.

News Judgment

The ability to choose and position stories, photos, and other materials that are important to readers.

- 1) Magnitude
- 2) oddity, unusualness
- 3) local or updated story

Procedure of layout

- 1) place stationary items: template, etc.
- 2) Order stories, photos
- 3) layout lower-right corner
- 4) when corners are filled, fill top to center.

Note: maskhead - editorial page top - Flag - Page One Paper ID.

Guidelines

- 1) Dominant topic
- 2) an attention-getter, a focus point
- 3) a good photo